



PARTNERS CARD RETAILER SPONSORSHIP & MARKETING OPPORTUNITIES

October 29 – November 7, 2021

Partners Card is the signature fundraiser for The Family Place, the largest family violence agency in Texas serving women, children and men who are victims of family violence with free services including shelter, counseling, education and more to empower them to lead lives free from abuse. In its **29 year history**, Partners Card has become a DFW shopping tradition. Almost **15,000 shoppers** purchase a Partners Card for \$75 as a donation to The Family Place to receive discounts from 700+ retailers across DFW. We receive more than **\$500,000 in media coverage** thanks to our generous partners. Each fall, it seems as if the city is buzzing with Partners Card!

All Partners Card sales and underwriting donations directly benefit The Family Place. Last year alone, The Family Place served over **11,000** clients. Our shelters are consistently full of women, children and men seeking safety, and our services continue to grow to support our community. We appreciate your support!

Platinum Retailer Sponsor - \$3,500

- Logo placement on Partners Card directory (25,000 printed and distributed).
- Logo placement on Partners Card store-front poster (2,000 printed and distributed).
- Recognition as a sponsor in Partners Card marketing brochure (100,000 printed and distributed).
- Recognition as a sponsor in all available Partners Card media and advertising placements. (\$500,000+ in media exposure). Media partnerships include *PaperCity, WFAA Channel 8, The Dallas Morning News, DFW Child, CultureMap, People Newspapers, Local Profile, 360 West, GoodLifeFamilyMagazine, The Scout Guide, Lifestyle Frisco, iHeartMedia, Fox 4, Modern Luxury, My Sweet Charity*, and more (partnerships are confirmed throughout the year and placement is subject to availability).
- Logo recognition and link to sponsor website on partnerscard.org (average of 13,000 unique views between October – December).
- Logo recognition and link to sponsor website in dedicated sponsor email (reaching 26,000 subscribers).
- Recognition in The Family Place Newsletter (reaching 42,000 constituents).
- Sponsor recognition on social media outlets (16,000+ followers across Facebook, Instagram & Twitter).
- Up to two dedicated social media content posts highlighting brand, to be decided upon between both parties.
 - Examples: Instagram giveaway/post, featured retailer in media partner content, dedicated email, etc.
 - Social media content scheduled, distributed and agreed upon by a first-come, first-serve confirmation basis.
- Digital advertisement such as boosted social media post, direct text message to Partners Card constituents, etc. to be decided upon between both parties.
 - Digital content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Invitations to all Partners Card 2021 events with opportunity to contribute item into gift bags.
- 2 tickets to NEW ticketed fall Partners Card event (\$250 value).
- 6 Partners Cards (\$450 value).

Gold Retailer Sponsor – \$1,500

- Logo recognition on special underwriting page in Partners Card directory (25,000 printed and distributed).
- Recognition as a sponsor in Partners Card marketing brochure (100,000 printed and distributed).
- Logo recognition and direct link to sponsor website on partnerscard.org (average of 13,000 unique visits between October – December).
- Recognition on social media outlets (16,000+ followers across Facebook, Instagram & Twitter).
- Up to two dedicated social media content posts highlighting brand, to be decided upon between both parties.
 - Examples: Instagram giveaway/post, featured retailer in media partner content, dedicated email, etc.
 - Social media content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Digital advertisement such as boosted social media post, direct text message to Partners Card constituents, etc. to be decided upon between both parties.
 - Digital content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Invitations to all Partners Card 2021 events with opportunity to contribute item into gift bags.
- 1 ticket to NEW ticketed fall Partners Card event (\$125 value).
- 4 Partners Cards (\$300 value).

Silver Retailer Sponsor – \$500

- Logo recognition on special underwriting page in Partners Card directory (25,000 printed and distributed).
- Logo recognition and direct link to sponsor website on partnerscard.org (average of 13,000 unique visits between October – December).
- Recognition on social media outlets (16,000+ followers across Facebook, Instagram & Twitter).
- One dedicated social media content post highlighting brand, to be decided upon between both parties.
 - Examples: Instagram giveaway/post, social featured retailer in media partner content, direct text message to Partners Card constituents, etc. [does not include email]
 - Social media content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Invitations to all Partners Card 2021 events.
- 1 ticket to NEW ticketed fall Partners Card event (\$125 value).
- 2 Partners Cards (\$150 value).

Bronze Retailer Sponsor - \$250

- Logo recognition on special underwriting page in Partners Card directory (25,000 printed and distributed).
- Recognition on social media outlets (16,000+ followers across Facebook, Instagram & Twitter).
- One dedicated social media post or digital content highlighting brand, to be decided upon between both parties.
 - Examples: Instagram giveaway/post, social featured retailer in media partner content, direct text message to Partners Card constituents, etc. [does not include email]
 - Social media content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Invitations to all Partners Card 2021 events.
- 1 Partners Card (\$75 value).

We are pleased to offer these sponsorship and marketing opportunities to our valued retailers as additional ways to support The Family Place and engage in the exciting season of Partners Card.

Contact Grace Fraker at gdfraker@familyplace.org or (214) 443-7717 for more details.

Retailer Name: _____

Contact Name: _____

Address: _____

Email: _____

Phone: _____

Underwriting Amount: \$ _____ Pay by: ___ Check (send invoice) ___ CC

Card#: _____

Exp. Date: _____ / _____ Sec. Code: _____